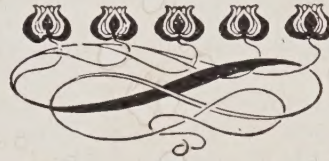


A SERIES OF SCENIC DELIGHTS AWAIT YOU AT

# Clatsop Beach



PREMIER WINTER RESORT OF THE NORTHWEST

EXCELLING IN ATTRACTIONS AND AMUSEMENTS

ISSUED BY

ASTORIA & COLUMBIA RIVER RAILROAD COMPANY

C. A. STEWART, Commercial Agent  
248 Alder St., Portland, Oregon

J. C. MAYO, G. F. & P. A.  
Astoria, Oregon

# SEASIDE

## OREGON'S IDEAL WINTER RESORT

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COMMUNION with Nature where all the comforts and conveniences of metropolitan life are to be had is what appeals to the progressive twentieth century men and women. In this age of commercialism comparatively few can afford prolonged vacations that permit long journeys from the telegraph that annihilates time and railroads eradicating distance, hence the popularity of Seaside. Distant 118.1 miles from Portland, the run is made by magnificent passenger trains in just four hours, enabling the pleasure-seeker to make the round trip in a day and have plenty of time to enjoy the native attractions of the Pacific surf and a wooded wonderland beside the beach.

The town of Seaside is at the coast terminal of the Astoria & Columbia River Railroad, a thriving little city with mercantile houses representing various lines of trade, modern electric lighting system, gravel streets, sidewalks and everything that contributes to the needs of residents and sojourners at the coast.

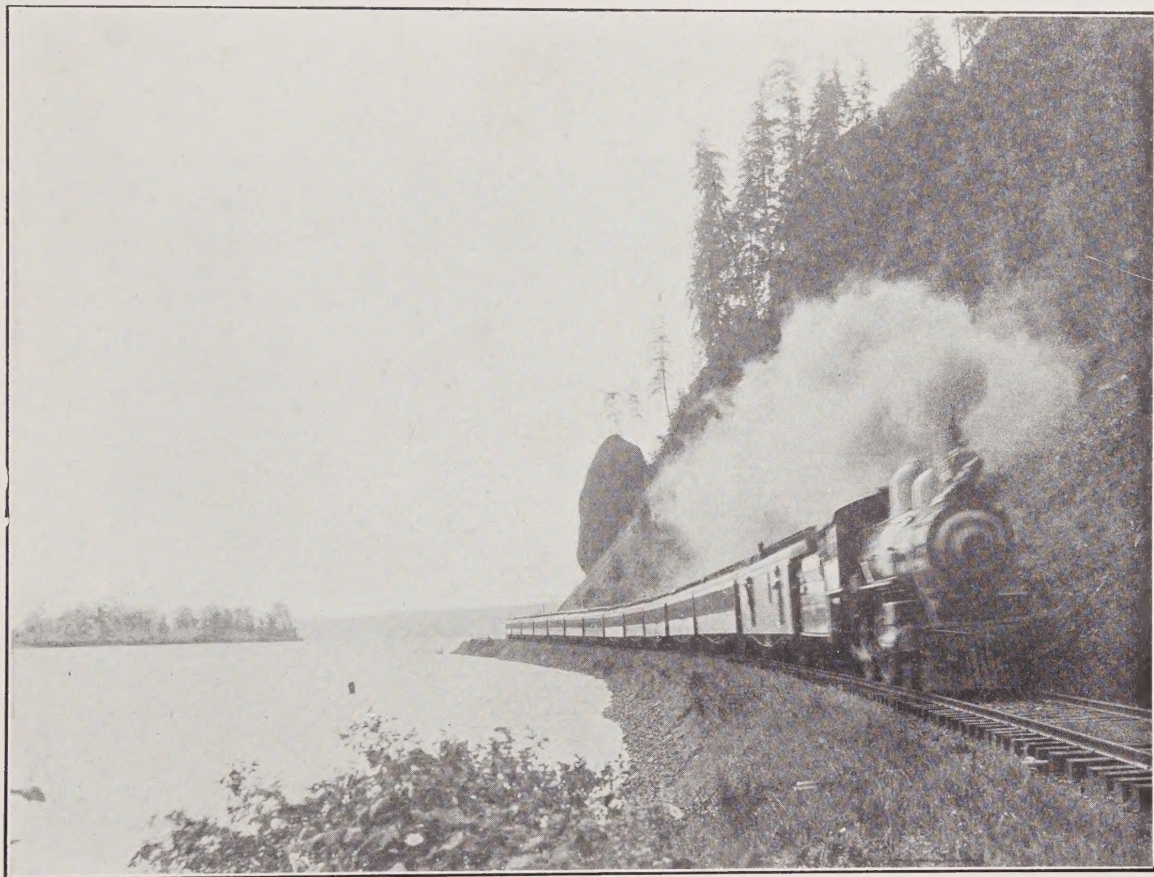
Pure, wholesome mountain water which is such a valuable attribute to the many natural advantages found here, has perhaps added more to the popularity and prestige of Seaside as a health resort than any other one essential, thus commending it to the world of health and pleasure-seekers.

"The Grove" is the natural park lying between the Necanicum River and the beach, in which are located the cottages occupied during the summer season by families seeking relief from the dust and grime of the city, to breathe the invigorating atmosphere of old ocean, plunging into its brine, rollicking on the white beach sands, or roaming through primeval forests gathering wild berries and bouquets from Nature's flower garden that seems to occupy all outdoors.

Magnificent resort hotels are located in charming spots near the town, where every facility is supplied for enjoyment of the wonderful opportunities omnipresent. No stern dictates of fashion are obeyed; each resident, permanent or transient, is a law unto himself as to dress and conduct, always with due regard for the rights of others.

The beach is of clean, white sand, sloping down gradually to meet the white crest of breakers that incessantly come and go. No undertow threatens safety, and safety ropes are not necessary, although, as a matter of precaution and to inspire confidence, they are provided. At the same time it is a most alluring spot for scenic beauty.

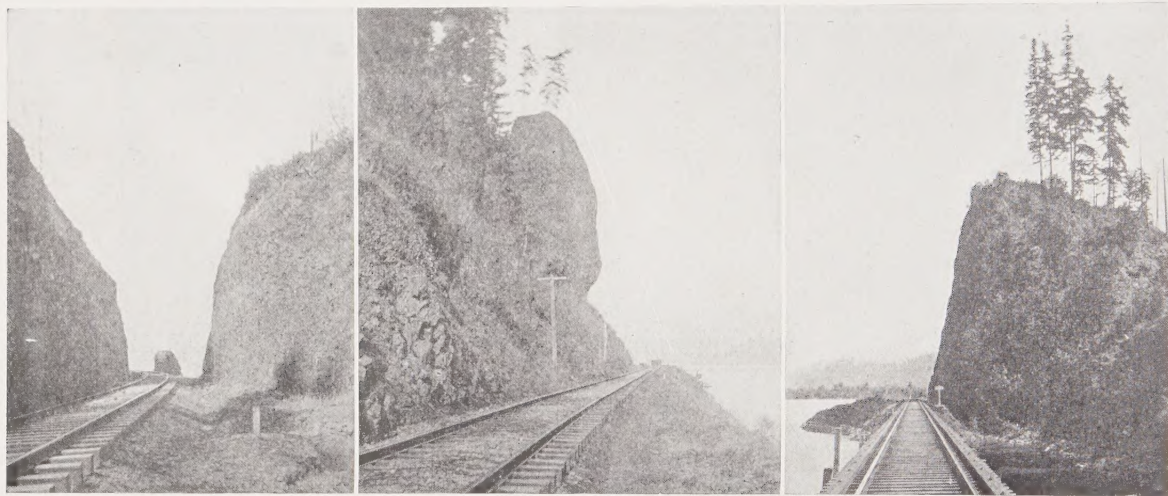




PORTLAND-  
CLATSOP-  
BEACH  
FLYER

Annihilating time  
and distance  
between Portland  
and Clatsop  
Beach → Crack  
summer train  
of the  
Northwest

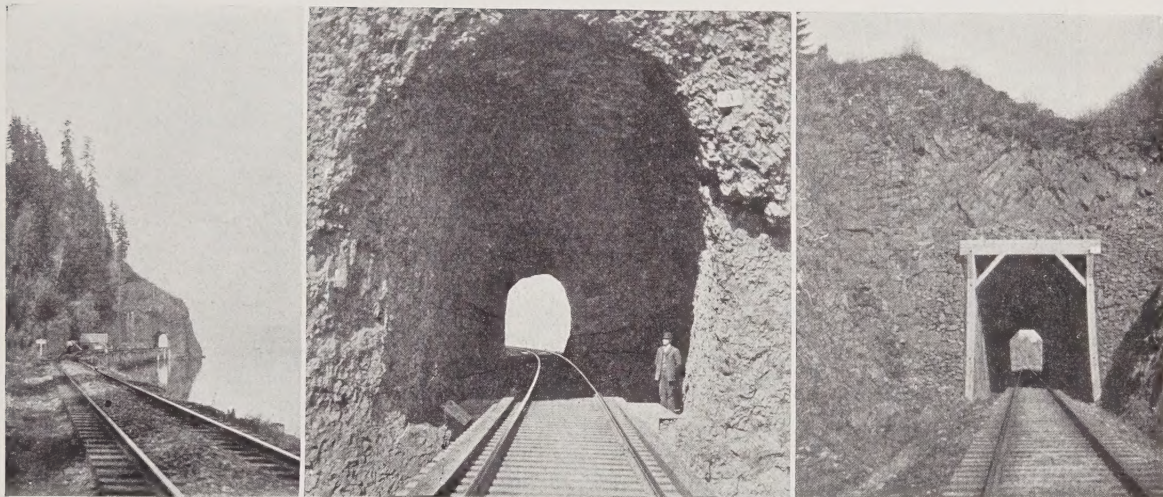
No dust. No delays. No transfers—Just delightfu



Paralleling the majestic Columbia for 100 miles—A journey without monotony

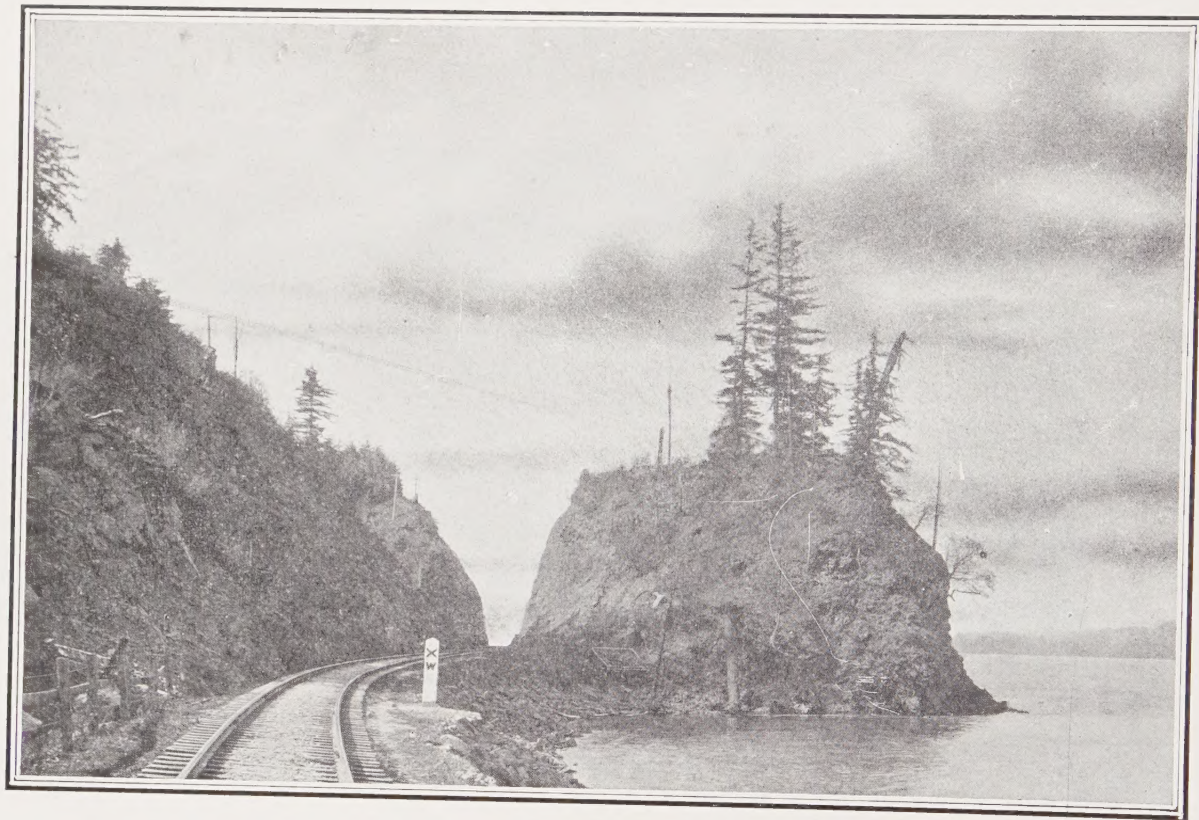


Every mile brings something new and novel — Its all pleasure

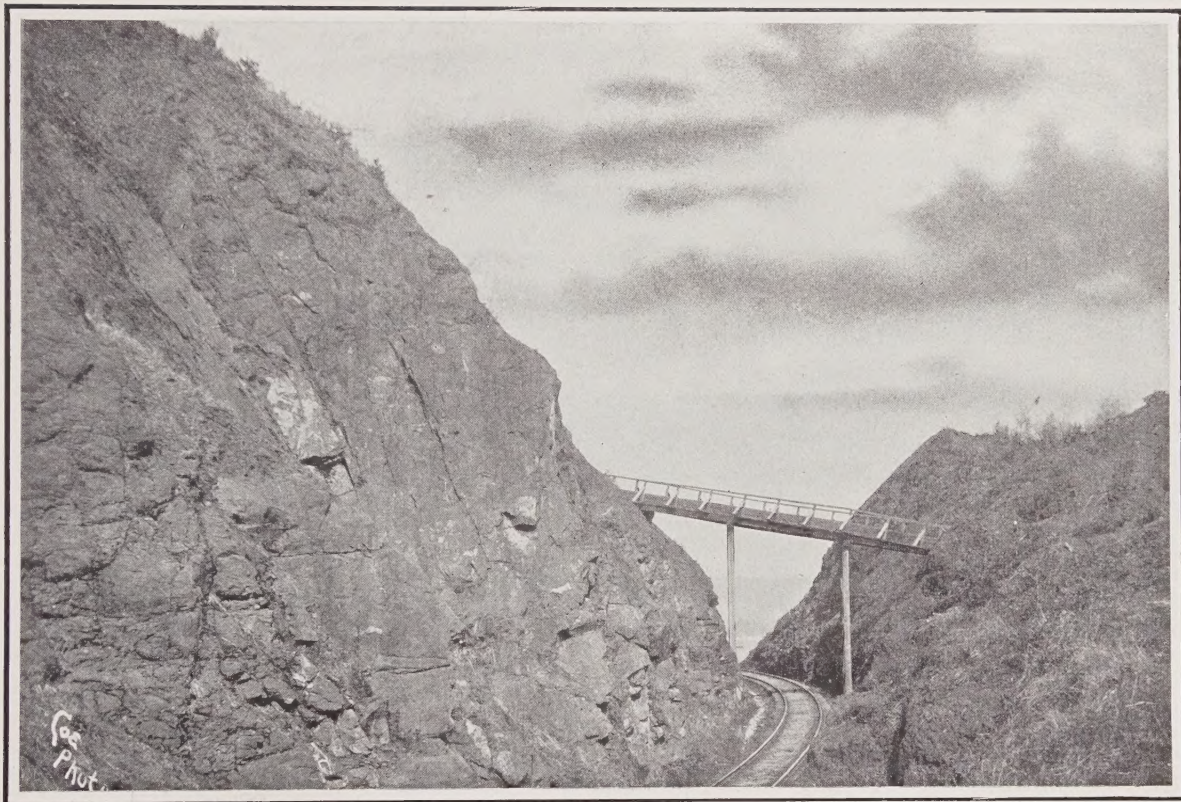


The rails of Oregon's "Scenic Line" follow the Columbia's shore to its mouth

One unbroken  
panorama of  
scenic delights  
to please the  
traveler

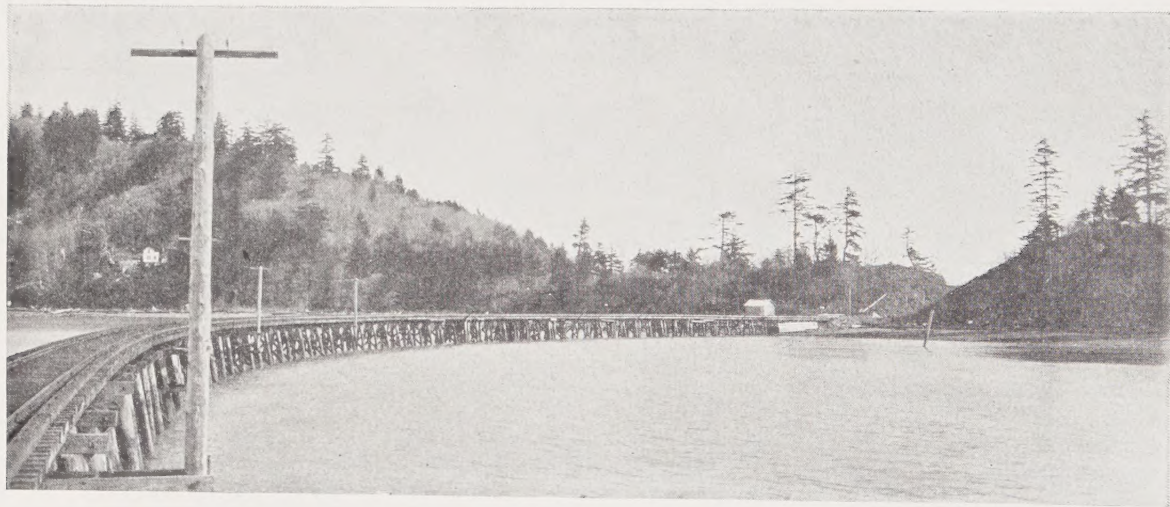






Modern  
construction  
and  
substantial  
roadbed  
insure rapid  
transit

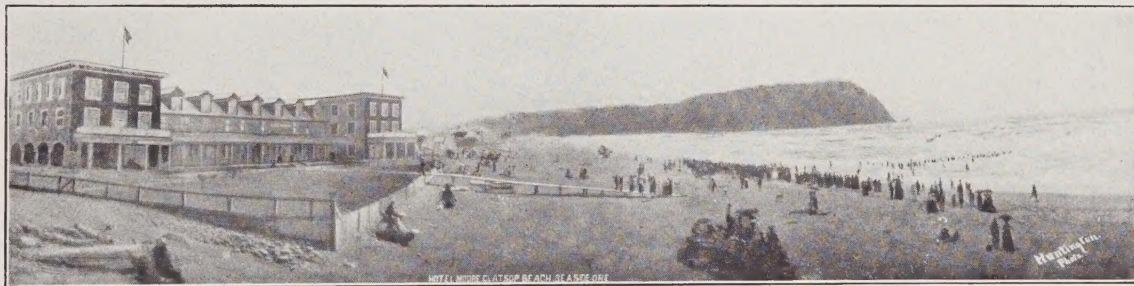
Entering the region made famous by Lewis and Clark



Approaching historic Astoria — "The Venice of America"



IN keeping with the beauty of its surroundings, Hotel Moore enjoys an enviable position among the foremost beach hotels of the Pacific Coast, and all of the good things the public say of this popular resort and its environs are richly merited. The hotel proper, its auxiliaries—"Pacific Pier" and Bath House, afford every element of comfort and convenience looking to the entertainment and amusement of guests. Able management, generous hospitality and superior appointments combine to insure the best of everything at this celebrated Clatsop Beach resort. Splendid service and moderate prices attract winter tourists.



HOTEL MOORE Seaside. Dan J. Moore, Proprietor

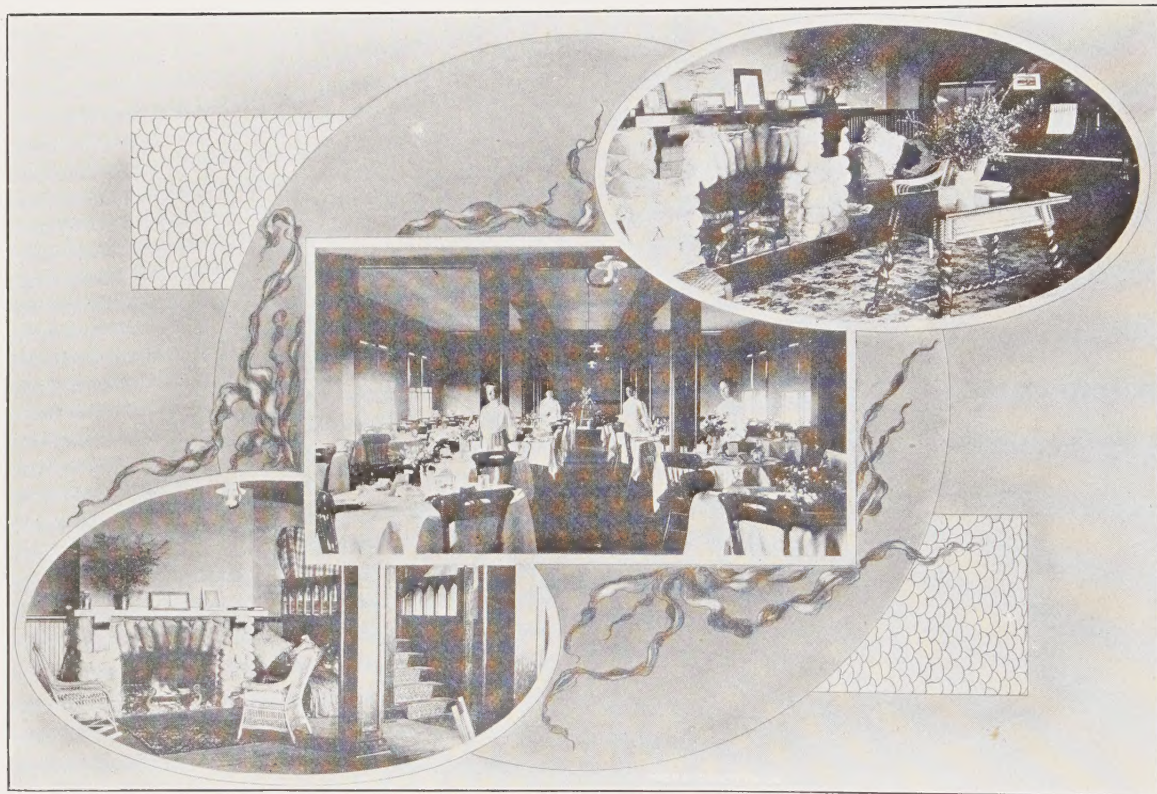
## HOTEL MOORE

Seaside

Lobby, Dining  
Room and Ladies'  
Parlor

Living in luxury  
while you peep at  
the Pacific from  
the palatial  
apartments of  
Hotel Moore  
is a fascinating  
feature of winter  
sojourning at  
Seaside

Enjoy pure  
wholesome food  
and hot salt  
water baths —  
they are essential  
to health and  
happiness  
Fish dinners  
a specialty







ILLFATED  
BRITISH BARK  
"PETER  
IREDALE"

After a severe  
battle with the  
elements  
October 25, 1906  
lying high and dry  
on Clatsop Spit;  
scene of the wreck  
is but half hour's  
walk from either  
Warrenton,  
Hammond or Fort  
Stevens on the  
A. & C. R. R.  
Great interest  
centers in the fate  
of the dismantled  
and helpless ship  
Hundreds of  
sightseers have  
already viewed  
this recent  
victim of  
marine disaster

## ASTORIA HARBOR

During  
"Annual Regatta"  
Aquatic events  
are the feature of  
the three-day  
carnival held in  
August of each  
year, and a  
spectacular  
marine parade at  
night closes this  
interesting event  
Thousands of  
visitors partici-  
pate in this  
annual  
celebration







## SALT CAIRN

Near Fort Clatsop  
Discovered by  
Lewis and Clark  
in 1805  
Hundreds visited  
this historic  
point of interest  
during  
Lewis and Clark  
Exposition

## LOVERS' LANE

### THE GRAVEL ROAD

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EXTENDING from the Necanicum River to the beach at Seaside, a distance of perhaps a quarter of a mile, are numerous gravel roadways crossing through the magnificent forest of tideland fir. The accompanying photogravure is of the road leading from the upper bridge and is characteristic of the picturesque charm of the place. Here the ebullitions of fond hearts may be mingled with the whisperings of the sea, while sunshine and shadows play peek-a-boo in the sylvan nooks on either side, inviting bowers that tempt the visitor to their repose. These gravel roads are a delight to the chauffeur or the whip, and are ideal paths for wheeling, all of these varieties of out-door pleasures being at command of worshippers who come to the surf-shrine. Smooth as asphalt, free from ruts or obstruction, these roads are much superior to those frequently encountered adjacent to more metropolitan cities.

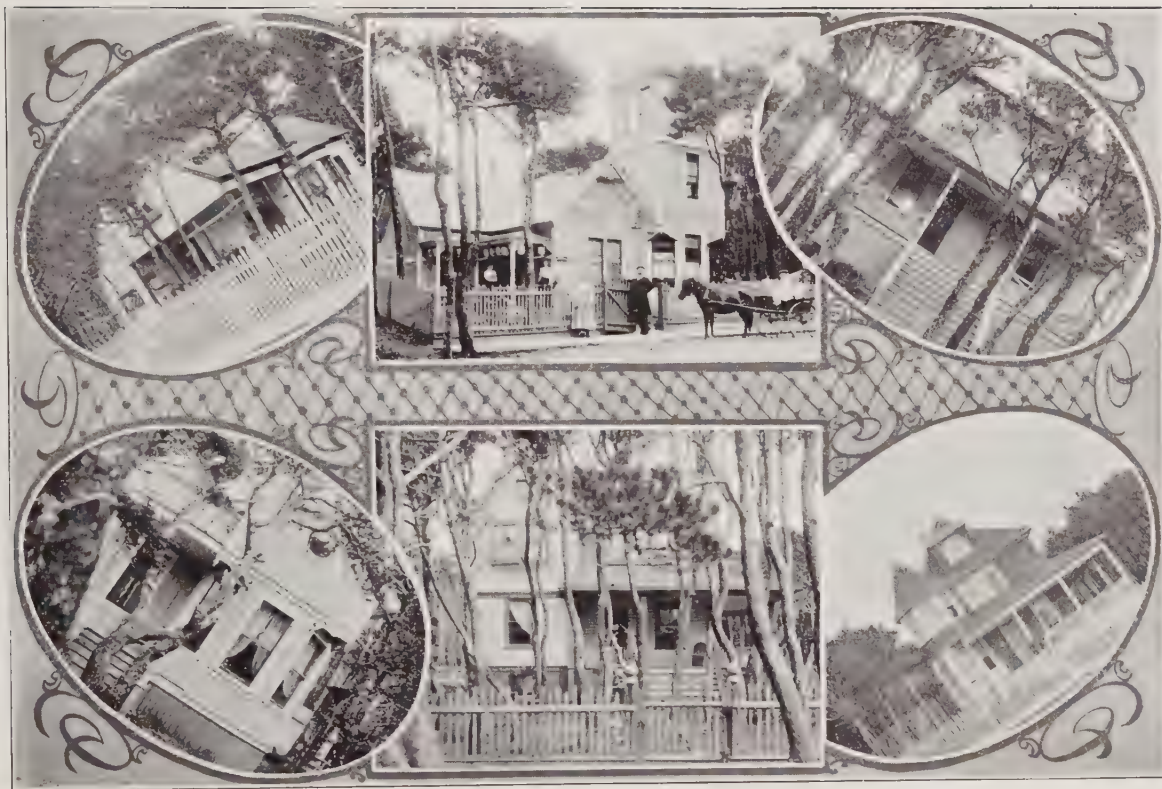


Promotes the attractiveness of simple life at Seaside



## LOVE IN A COTTAGE

Where perfect  
peace and quiet  
reign at  
Seaside



Winter  
Excursion  
Rate  
\$4.00  
Thirty Day  
Round Trip  
Portland  
to  
Seaside  
and  
Gearhart



ENJOY THE OZONE — Its Exhilarating

THE PACIFIC OCEAN IS THE BIGGEST THING



PLUNGE IN THE SEETHING SURF — Its Rejuvenating



ON EARTH — SEE IT AT CLATSOP BEACH



MINGLE WITH THE MERMAIDS — Its Fun



SEE THE SEA LIONS — They're Immense

Every  
Saturday  
Special  
Rate  
\$2.50  
Two Day  
Round Trip  
Portland  
to  
Seaside  
and  
Gearhart

# NECANICUM

## THE RIVER BEAUTIFUL

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BEAUTIFUL in name that falls with melody of legendary music upon the ear; but infinitely more beautiful in its silvery sheen at low tide, when, mirror-like, its depths reflect the wealth of verdure clustering either bank, meeting in a giant arch of foliage above; or at high tide when the channel is deepened and widened most invitingly to aquatic sports. The Necanicum is the only stream where trout abound in fresh water within a quarter mile of the Pacific surf. Guests of Seaside caravansaries may cast their flies without leaving the premises. Whipping the stream for a single hour has been known to yield a splendid string that would ordinarily do credit to a whole day's labor of a fortunate nimrod. There is no other resort where the visitor may choose between surf bathing, beach sands or trout fishing in a mountain stream. Crabs find their way into the river at high tide, only to be dipped up with nets and occupy an honored place in larders of residents.

Conveniently situated at one of the bridges is the picturesque boathouse where serviceable rowboats are always available. No more charming recreation could be devised than an hour in one of these graceful shells, with a good oarsman directed by the caprice or fancy of some fair companion to a shadowy nook.

Stately forests rise on either side of the river, reaching down on one side from mountain slopes and on the other extending to the white sands washed by flood and ebbing tides. Occasional openings mark the spots where the woodman's axe has felled mighty giants of the tideland spruce to make room for cottage homes. Breaking in upon the calm of woodland and murmuring song of the sea that penetrates its recesses, comes the hum of machinery, for industry, too, prevails amid this realm of unalloyed attractions of sea and land. Hidden in the forest is a milling plant that manufactures all classes of lumber for commercial purposes, converting the latent wealth of the interior into products for building homes.



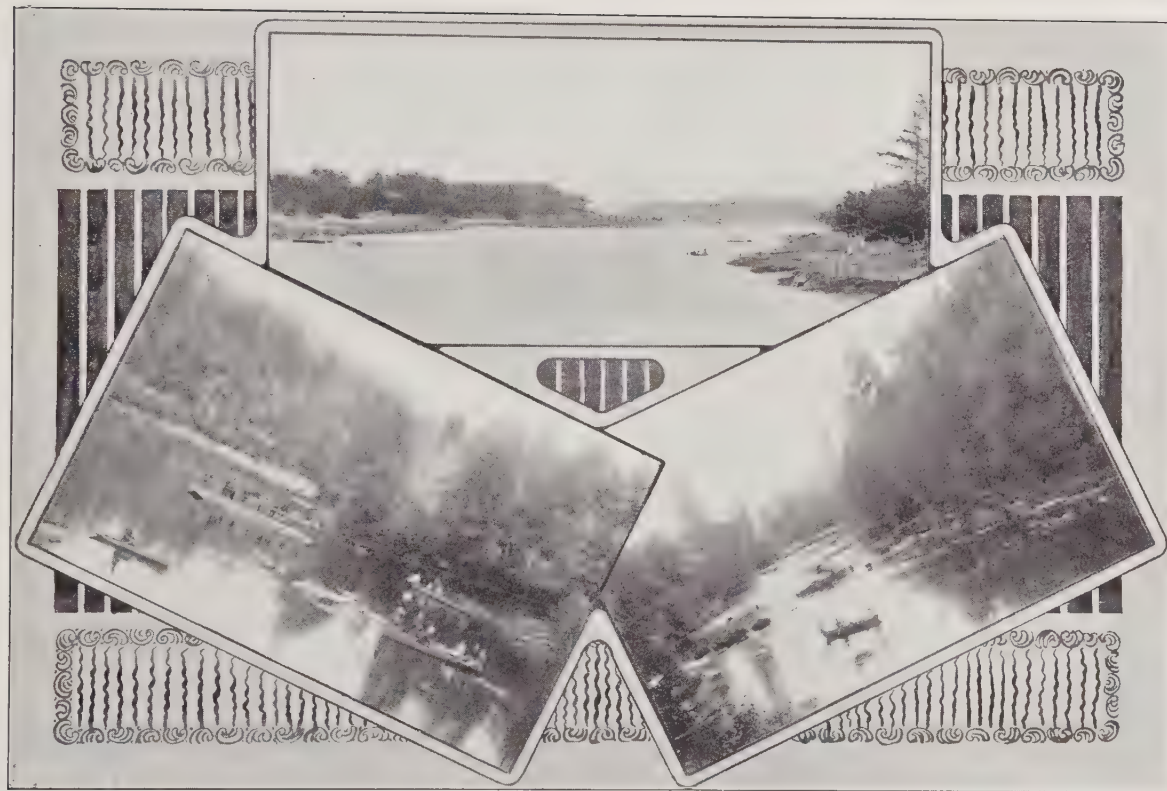
**NECANICUM  
FALLS**

Necanicum River  
Seaside



Fresh from the  
Necanicum — Result  
of a winter day's  
sport





Boating on the  
Necanicum —  
Perpetual  
pleasure



## TE-TENIS-TUNIS

THIS famous aborigine, the last of the Clatsops, died at Seaside in March, 1905, having been an inhabitant of Clatsop Beach since 1832. She was a most interesting and unique character, and her final summons to the happy hunting grounds is counted a distinct loss by those of whom have, in the past, enjoyed her generous hospitality which characterized the life of this celebrated tribe of Indians.

CAMP LIFE —  
A form of summer  
outing so  
popular at  
Seaside



MADE  
IN  
OREGON





**YOUNG'S  
RIVER  
FALLS**

Near Astoria  
A snug and  
alluring pleasure  
spot

## SEASIDE HOUSE

Pioneer pleasure  
palace of Clatsop  
Beach; famous for  
lavish  
entertainment  
of national  
celebrities in the  
pioneer days of  
Oregon and noted  
for the princely  
hospitality  
extended to the  
world's most  
distinguished  
characters  
Although it has  
just undergone  
extensive  
improvements to  
keep pace with  
modern  
requirements,  
many of its  
historical features  
are still  
preserved



## SEASIDE HOUSE

Interior views of  
the dining room  
and parlor  
Appointments are  
superior to those  
of more  
pretentious  
resorts





LOCKSLEY  
HALL  
Seaside





## PACIFIC PIER

This new and novel amusement feature is especially equipped for the entertainment of pleasure-seekers; extending out into the beautiful blue waters of the Pacific for distance of 700 feet, it affords endless variety of diversion

## PLEASURE PROMENADE

Adjoins  
Pacific Pier  
and pleases  
the public

# GEARHART PARK

## ATTRACTIVE WINTER RETREAT *of* CLATSOP BEACH

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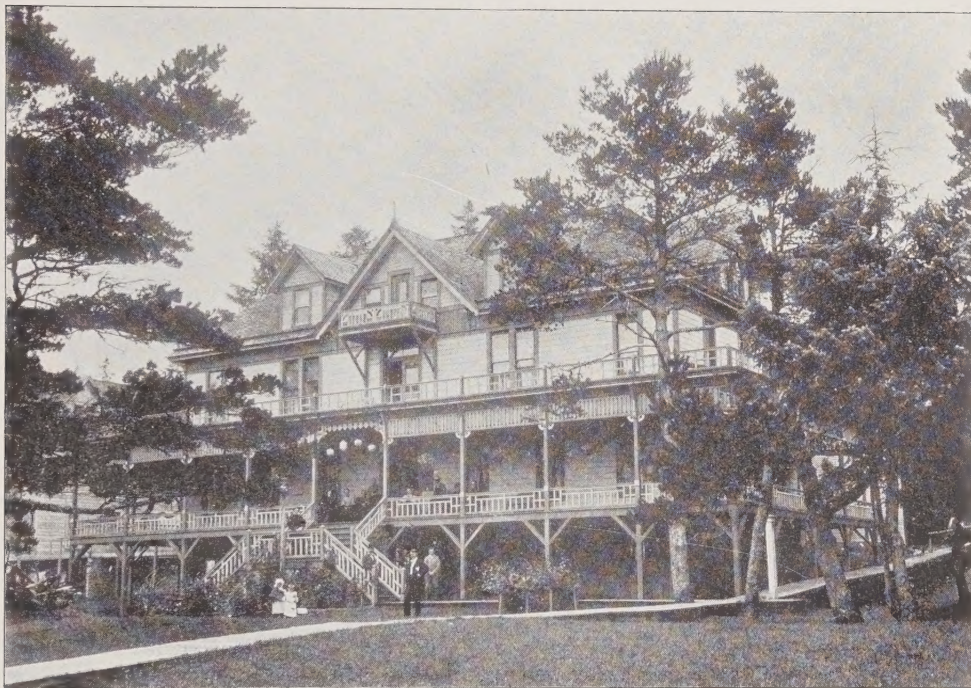
BEFORE the end of the road is reached the excursionist looks from the parlor car window as the long train comes to a standstill to catch a glimpse through the trees of a magnificent structure, suggestive to the fanciful mind of a palace in the Bavarian forests. There is a richness of verdure and profusion of vegetation that bespeaks the mountain paradise of some sportsman clan, finding recreation far from the haunts of man. The locomotive impatiently puffing a cloud of steam high among the treetops, the long line of palatial coaches and the happy throng all seem interlopers on the estates of a peerless provincial monarch.

Withdrawing the gaze for a moment from the palace within the estate, the station name of "Gearhart Park" is read on the archway above the path that leads to the modern hotel that opens its hospitable doors to the sojourner. Vine-clad cottages are at the disposal of persons who prefer them to the suites of the hotel proper, while at a short distance beyond the hotel is the beach, affording the choice between spending one's vacation at a mountain resort or on the Pacific beach.

The feature of Kruse's Beach Hotel is its architectural design, broad piazzas extending around the main structure, where guests find comfort in easy chairs, hammocks or watching the sports of tots and of children older grown in the grounds adjacent. Danger does not lurk in either the broad acres of the park or the surf at its beach, and each season brings to its hospitable parlors the same favored guests who have met there for several years past.

There is an old aphorism that is none the less true because of age, that the way to a man's heart is through his stomach, and there is nothing that begets ravenous appetite more than sea bathing; the management of Kruse's Beach Hotel, appreciating the importance of this maxim, has endeavored to provide for guests here the best cuisine that the market can supply. Competent chefs are employed to prepare such menus as please and captivate, and efficient service is rendered to all guests.





## KRUSE'S BEACH HOTEL

Gearhart Park

Admirably located, modern and first class in every respect, this famous hostelry is justly popular with all who have been guests there

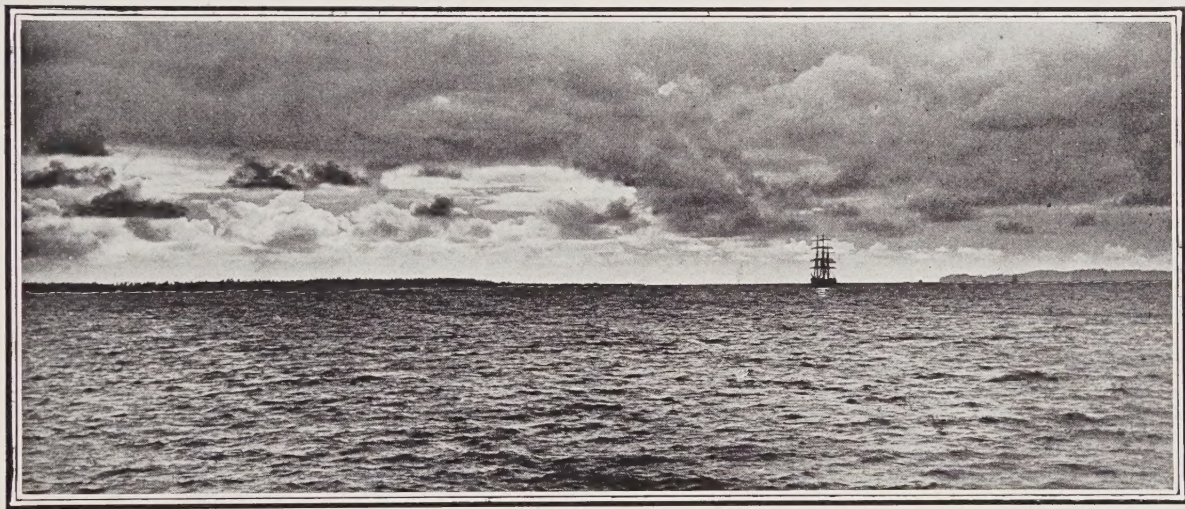
Gearhart Park is the mecca of those seeking rest and recreation



SUNSET AT GEARHART — A perfect panorama of magnificence



Where rail and sail meet — Communion of river and ocean



MOUTH OF COLUMBIA RIVER — One of the most picturesque features of the daylight ride enroute from Portland to Clatsop Beach



# HOTEL RATES

## WINTER SEASON CLATSOP BEACH

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### HOTEL MOORE. Dan J. Moore, Proprietor

Per day, \$2.50 to \$3.00. Per week, \$15.00 and up. Special rates for families. Hot salt water baths a specialty. Private dressing rooms and bathing suits for surf-bathers. Excellent appointments, splendid service and courteous treatment—everything for the comfort and convenience of guests.

### SEASIDE HOUSE. F. E. Daggett, Proprietor

Per day, \$2.00 and up. Per week, special rates. Open to the public the entire year. Remodeled throughout and thoroughly renovated and equipped with every modern convenience, this popular hostelry is maintaining its enviable reputation established during the pioneer days of Clatsop Beach.

### KRUSE'S BEACH HOTEL (Gearhart Park). Harry T. Butterworth, Proprietor

Per day, \$2.00 to \$3.00. Per week, special rates. Special rates and arrangements made for families. Preparations are now being made for extensive improvements to this hotel to meet the demands of its growing patronage, and the opening of spring will find ample accommodations of the highest class for all visitors.

### LOCKSLEY HALL. Mrs. L. A. Carlisle, Proprietor

Per day, \$2.00 and up. Per week, \$12.00 and up. Special rates for families. Particular attention given to entertainment of parties.

### COLONIAL HOTEL. Lindsley & Son, Proprietors

Per day, 50 cents. European plan.

### "THE McGUIRE." Mrs. O. McGuire, Proprietor

Per day, 50 cents and up. Per week, \$3.00 and up. European plan.